1.   A method in a computing system for generating an expense report, comprising:

displaying controls including a first button and a second button;

in response to each activation of the first button:

creating a new activity item;

establishing a user-selected activity type for the created activity item;

creating an expense item;

consulting a predetermined mapping from activity types to expense types to automatically establish an expense type for the created expense item;

setting an unreported flag for the created expense item;

in response to each activation of the second button, without further user input:

creating a new expense report;

for each created expense item having a set unreported flag:

adding the created expense item to the created expense report;

clearing the created expense item's unreported flag; and

submitting the created expense report containing the added created expense items.

2.   The method of claim 1, further comprising, in response to each activation of the first button:

establishing for the created activity item a date designated by a user for the activity item; and

without further user input, establishing for the created expense item the same date designated by a user for the activity item.

3.   A computer-readable medium whose contents cause a computing system to perform a process for generating an expense report, comprising:

displaying controls including an activity item creation button and an expense report creation button;

in response to each activation of the activity item creation button:

creating a new activity item;

establishing a user-selected activity type for the created activity item;

creating an expense item;

consulting a predetermined mapping from activity types to expense types to automatically establish an expense type for the created expense item;

setting an unreported flag for the created expense item;

in response to each activation of the expense report creation button, irrespective of further user input:

creating a new expense report;

for each created expense item having a set unreported flag:

adding the created expense item to the created expense report;

clearing the created expense item's unreported flag; and

submitting the created expense report containing the added created expense items.

4.   The computer-readable medium of claim 3 wherein the process further comprises, in response to each activation of the first button:

establishing for the created activity item a date designated by a user for the activity item; and

without further user input, establishing for the created expense item the same date designated by a user for the activity item.

5.   A computing system for generating an expense report, comprising:

a control display subsystem that displays controls including a first button and a second button;

a first button activation processing subsystem that, in response to each activation of the first button:

creates a new activity item;

establishes a user-selected activity type for the created activity item;

creates an expense item;

uses a predetermined mapping from activity types to expense types to automatically establish an expense type for the created expense item;

sets an unreported flag for the created expense item;

a second button activation processing subsystem that, in response to each activation of the second button, without further user input:

creates a new expense report;

for each created expense item having a set unreported flag:

adds the created expense item to the created expense report;

clears the created expense item's unreported flag; and

submits the created expense report containing the added created expense items.

6.   The computing system of claim 5, further comprising a date designation system that, in response to each activation of the first button:

establishes for the created activity item a date designated by a user for the activity item; and

without further user input, establishes for the created expense item the same date designated by a user for the activity item.

7.   One or more computer memories collectively containing an expense report data structure, comprising a plurality of expense entries, each expense entry having an expense type determined by applying to an associated activity having an activity type a mapping from activity types to expense types.

8.   One or more computer memories collectively containing an expense type association data structure comprising:

for each of a plurality of different activity types:

information identifying an expense type associated with the activity type,

such that, when a new activity item of a particular activity type is created, the information contained by the data structure may be used to automatically create a corresponding new expense item of the expense type identified as being associated with the particular activity type.

9.   The computer memories of claim 8 wherein, for at least one activity type, the data structure contains information identifying a plurality of expense types associated with the activity type.

10.   The computer memories of claim 8 wherein, for a customer demonstration activity type, the data structure contains information identifying a cab fare expense type associated with the customer demonstration activity type.

11.   A method in a computing system for establishing a new activity type for which activity items may be created, comprising:

storing a name for the new activity type; and

storing indications of one or more expense types associated with the new activity type, such that expense items of the associated expense types are to be created when activities of the new activity type are created.

12.   A method in a computing system for creating a new activity item, comprising:

receiving user input selecting an activity type from among a plurality of activity types;

creating a new activity item of the selected type;

identifying one or more expense types associated with the selected activity type; and

for each identified expense type, creating a new expense item of the identified expense type.